

HANLEY HOUSE COUNCIL MEETING
Monday, March 27, 2006
The Center of Clayton – OASIS Room A

The following members were present:

Judy Goodman, Chairman	Audrey Disney
Cindy Berger	Rosemary Hardy
Thomas Currier	Steve Kissel

Absent/Excused

Faye Siegel

Also Present:

Patty DeForrest, Director of Parks and Recreation
Eric Gruenenfelder
Mel Disney

Approval of Minutes

The minutes were approved as read.

RFQ Recommendation

Ms. DeForrest announced that we received seven proposals. The selection committee interviewed three consultants last week. After the interviews there was a discussion on strength and weaknesses in reference to each of the presentations. Ms. Berger also noted that on selection day all of the presentations were outstanding and the selection committee worked hard to come to an agreement to select a consultant. The selection committee was looking specifically for a team or an individual who could help us with our priorities. Our priorities need to go beyond doing architecture to the house; therefore we are looking at marketing and education. We chose our consultant with the goals we had in mind. Ralph Wafer and Associates is the team of consultants we selected. The six things we identified as the main reason we selected them are: 1) ability to guide us through the process, 2) professional and ethical reputation, 3) demonstrated qualifications and expertise, 4) qualifications and expertise of staff in charge of the project, 5) past record of performance and 6) proximity to and familiarity with the City of Clayton. We are currently working with Ralph Wafer on their contract. We need to work on our scope of work. Ms. DeForrest created a list of ideas that were mentioned by the consultants in their proposals. The questions we need to answer are: How do we define success?, What are we hoping to achieve, and What will success look like? Some ideas were: success can be defined by community usage, volunteer usage, charging admission to view the Hanley House, advertising, marketing, and how often this information will show up in publications. A realistic budget has to be developed. Success will be how the Hanley House may be profitable. One idea is to make the house more user friendly while maintaining its authenticity. Another goal is to get the Hanley House to the point where it is more self sustaining and not so much of a drain on the city budget.

Mr. Kissel stated that the Hanley House could not be less used because our baseline is zero, so it should be held to a higher standard. What we want to do is set some targets that are higher to obtain. We need think outside the box. We should have events that will raise money. Ms. Goodman would like to see a private partnership adopt the house and help with the early part of the financial needs. The Consultant should help with locating the stakeholders. These could be a corporate sponsor. The consultant needs more clarification from the Hanley House Council. We need to decide which items we are going to do, they are going to do and/or what we are they going to do together. The next step is to present the proposal to the Clayton Parks and Recreation Commission and then once a contract is adopted it will go to the Board of Alderman for approval. The items Ms. DeForrest correlated were ranked in order of importance. The numbers were assigned to determine which pieces we want to accomplish first. We need to make sure the consultant completes the items we determined were ones; therefore we will get an RFP for the items we classified as ones. The remainder of the pieces will be completed along the way. (Please refer to attached worksheet to review the detailed list of priorities) The Hanley House Council would like to have neighborhood participation and believe people will enjoy getting together at the Hanley House. We might have a picnic in May on the grounds at the Hanley House to get more

involvement in the Hanley House. Mr. Disney asked about the timeline based on the budget. Budgetary tasks need to be part of the scope of work. In the next couple of months we will be working on the FY07 Budget.

Mr. Gruenenfelder expressed his concern about what we are going to do with the Hanley House. We have determined that we do not want to just preserve it. There are a lot of different ideas, but what will be the actual focus. We may be rushing ahead a little, so phase one should be goal clarification and identification of stakeholders, and phase two would be restoration of the Hanley House. Additional ideas are to establish the Hanley House as a place where we focus on the history of Clayton and on the fact that it is the birth place of St. Louis County. St. Louis County has historical homes and they may be able to provide us with useful information. Further, Esley Hamilton has this type of information so it would be helpful to contact him as well. Ms. Goodman likes the idea of thinking big and going beyond Clayton. We need to define what our product is and make this a marketing approach. We are hiring the consultant to help us define the product, what our end goal will be and what kind of potential we have. The focus is the key because in the past many things went by the wayside or did not work. Once a contract has been approved Ralph Wafer and associates will do a working session with us.

Our budget for this year is \$30,000. Another idea that was mentioned by consultants was conservation assessment program (CAT). It would be a good idea to speak to Ralph Wafer in reference to this program because it involves information about historical houses. Fundraising is something we will work on with the consultant. The water garden and scanning in of historical information also needs to be completed. Ms. DeForrest will meet with Ralph Wafer on Wednesday, March 29.

Establishment of Timeline

A timeline will be determined after the work session with the consultant.

Old Business / New Business

Ms. DeForrest announced that there is a Virtual Missouri Outreach Session on April 21 about the Missouri Historical Society. In this session participants will learn about successful digital imaging grant programs.

Mr. Disney complimented the Parks and Recreation staff for putting up chicken board on the gates and for securing the back gate. Mr. Vanderly will return this Spring to working on the landscaping at the Hanley House. A story about the Hanley House will be printed in upcoming Clayton Connections as progress is made. There is an article in the current issue of the City Views. The Hanley House is open on Saturdays from 1:00 p.m.-4:00 p.m. We will make sure the information is correct in all publications.

We will meet with the consultant on Monday, April 17 from 6:00 p.m.-8:00 p.m.

Respectfully Submitted By:

Denise Ucinski

Hanley House Plan of Attack

Ones:

- Selection of consultant.
- Establishment of timeline.
- Development of usage plans.
- Goal Clarification.
- Identification of stakeholders.
- Evaluation of the Hanley House and grounds for restoration needs.
- Investigation of the possibility of constructing an additional facility that would enhance the usage of the site and the building.

Twos:

- Evaluation of the house as it relates to the preservation of artifacts contained therein.
- Evaluation of artifacts and make recommendations for their conservation.
- Cataloguing of all artifacts.
- Evaluation of the house as it relates to the preservation of artifacts contained therein.
- Identification and evaluation of methods to pay for the repairs and operating costs.

Threes:

- Preparation of construction documents for restoration of the house and grounds.
- Construction bidding, evaluation, and award assistance.
- Construction management and/or administrative services.

Fours:

- Development of marketing.
- Establish an educational plan for the community
- Develop management practices for the facility to include the following: access control, lighting control, emergency action plan, temperature and humidity control, staffing requirements, and collection care standards.